Completing the Transition

BC Games Society Service Plan 2002-2004

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Message From the Co-Chairs

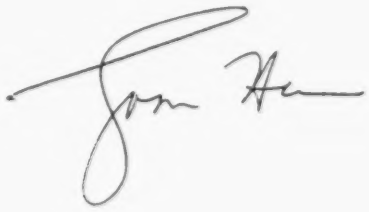
The role of the BC Games Society has changed since it began in 1978. What was first a festival to promote participation at the grassroots level has evolved into an opportunity for sport and youth to expand their sport development goals with the BC Summer and BC Winter Games as their focus. The BC Games are now an incentive for every young athlete to become involved in sports and to stay involved. These Games give them a chance to qualify for their zone team and the potential to use the BC Games as a stepping-stone to higher caliber competition.

As we changed the focus of who would be participating, we have maintained our commitment to the host community volunteers in providing them with the financial, human and written resources enabling them to stage a quality BC Games. The recognition of our systems and general philosophy in BC Games management is recognized across this country and abroad.

The future is bright for the BC Games as we move forward in ensuring our volunteers gain an even greater opportunity for personal development at the community level with enhanced educational and training opportunities. Partnering with sport agencies and other program deliverers, the BC Games can leave behind a great legacy of thousands of trained volunteers, all of whom become candidates for the vast volunteer pool required upon the successful bid of Vancouver Whistler 2010 Olympics.

This combination of community empowerment and development along with being a catalyst for positive sport and life choices places the BC Games in a strong position as a fiscally responsible, provincial sport delivery agent.

John Furlong, Co-Chair
BC Games Society



Joan Hess, Co-Chair
BC Games Society

Overview

The BC Games Society was established in 1977 by the provincial government to provide enthusiasm and participation in amateur sports and to achieve a higher level of physical fitness awareness throughout the province. Responsible for the policy of the BC Games Society is a fifteen member Board of Directors, appointed by Ministerial letter, from across the province. In 1995, government requested the BC Summer and BC Winter Games move away from participation and toward athlete and sport development. Embraced by the sport community, the BC Games are now a stepping-stone for BC's young athletes as they pursue their drams of glory.

Mission

The BC Games Society, through partnerships, is committed to excellence in event management leadership that achieves sport, individual and community development.

Vision

Visions of how we will operate as a Board and Staff partnership:

- Entrepreneurial approaches and positive public/private partnerships are evident in how we operate.
- The economic and social benefits to communities in hosting the Games produce quality bids from a variety of communities.
- BC athletes, coaches, and officials in national and international competition will have benefited from the experience of a BC Games.
- Mutual accountability and transparency in all our partnerships is a standard method of operation.
- Elected officials value and support the Games.
- The Games are a vehicle for a community development "living legacy" in such things as better-trained coaches, new sport clubs, facility improvements, community pride and spirit, and skilled event management volunteers in each host community.
- Participants remember the Games as a best ever multi-sport experience.
- B.C. Games Society Board represents a model in leadership and governance.
- The Society will successfully deliver programs, in addition to the BC Games, that help it achieve its mission.
- Progressive management practices and personnel policies reflect a fair and equitable work environment indicative of a healthy workplace and organization.

Values

Values that underpin how we interact in our relationships:

- Appreciation and understanding of all partners' perspectives is actively sought.
- We have an organizational climate of mutual trust and support between the board and staff where roles and responsibilities are clarified and policies followed.
- Quality and service driven approaches continually redefine and determine the most efficient and effective method of delivering event management services and programs.
- Commitment to broad social issues affecting all British Columbians including health and wellness, personal and community development, equity, access and inclusiveness is demonstrated.

Purpose

To provide an opportunity for the development of athletes, coaches, and officials, in preparation for higher levels of competition, in a multi-sport event which promotes interest and participation in sport, individual achievement, and community development.

Objectives

- To provide a multi-sport experience for athletes preparing for higher level Games.
- To promote athlete development programs in all regions of the province
- Through a multi-sport Games experience encourage and motivate athlete, coaches, and officials to attain a higher level of skill and competitive achievement
- To organize competitive sport events that play an integral role in the BC athlete development system
- To provide each hosting community with a legacy of experienced volunteers and facility improvements
- To share the spirit of the Games with British Columbians of all regions of the province
- To celebrate the community
- To motivate British Columbians to achieve a higher level of fitness and physical well being through participation in amateur sports and physical activity.
- The organizational culture honours both the individual and the contribution of the team.
- Partnerships and collaboration are the foundation to our working relationships.
- Investment in our human resources is critical to our long-term success and we strive to offer personal and professional development opportunities to board, staff and volunteers.

Summary

Completing the Transition refers to the major to move the role of the BC Summer and Winter Games to youth athlete development. Community development remains the foundation upon which this initiative is built.

Accomplishments From The Last Plan Include

- Management of Team BC successfully transferred to BC Games office.
- Most sports moved voluntarily to a youth development model for the 2002 Summer and Winter Games, before required for 2004
- Continued corporate partnerships with AirBC/Canadian Regional and Global Television.
- New Games management software successfully implemented with technology partner ViewPoint Technologies, supplier to the Goodwill and North American Indigenous Games
- Media coverage increased including the Vancouver Sun commitment to on-site coverage of the Nanaimo Games for the first time in more than ten years at a Games outside the lower mainland
- 2001-2002 budget balanced
- Record number of bids received from communities for the 2004-2006
- Increased public celebration concept written into host community guidelines as 'MainStage'.
- Efficiency is rising, with investment per participant reduced from $233.88 in 1993 to an anticipated $160.59 for 2002. (Based on grant to the summer host divided by participants.)

Continuing Themes of the Plan Include

- Deliver constantly improving support to host communities
- Complete transition to youth athlete development role for 2004 Summer and Winter Games
- Collaboration with other sport community agencies

New Initiatives Include

- Providing new education materials to volunteers at all levels
- Exploit SportWeb matching funding to implement on-line registration, collaborate with other multisport agencies on an athlete tracking database, provide incentives for early recruitment of zone coaches
- Implement MainStage concept to build public celebration
- Implement BC Games News Service, following review of pilot in Williams Lake

Long Term Goal

- Continue to extend the influence of the BC Summer and Winter Games in athlete and community development

Benefits of the BC Games

The following benefits of the Games address published goals.

Incentive for Community Resourcefulness

Typical host communities more than double the financial investment from the province via the Society, not including the value of the volunteer effort.

Motivation for Volunteer Commitment

Two main stakeholder groups, the host community, and the provincial sport community are key producers of the Games. Each Games are organized by 3000+ local volunteers lead by a board of leading citizens, nominated by their mayor. 500+ sport volunteers prepare and accompany the athletes to the Games.

Platform to Promote the 2010 Olympic Games Bid

The BC Games are an opportunity to promote the bid strategy of committing to sport to win International Olympic Committee votes in 2003. The BC Games offer the single best opportunity to publicly demonstrate this to a provincial audience representing all regions.

The zone team structure of the Games ensures that all regions of the province are fully represented at the Games. Regional media cover the zone teams.

Incentive for Achievement and a Lifetime of Fitness

The BC Summer and Winter Games are near the completion of a change in focus from an all-ages, all-ability festival, to a youth athlete development event. Where in the past the BC Games were a participation opportunity for non-elite participants, by 2004 they will be a significant incentive for sports to recruit and prepare youngsters to higher levels of competition and a lifetime of healthy involvement in sport.

After the Games, the best athletes will then move on to junior provincial teams and receive services at the PacificSport network of sport centres, and the rest will be equipped for a lifetime of healthy sport involvement.

Efficient and Effective Use of Tax Dollars

- Government investment is more than matched by host communities, and corporate and funding partners
- Maximizing resources through bids for contracts and private sector partner contributions (e.g. AirBC, Global TV)
- Increased promotion using low-cost media relations, and media partners
- Elimination of restrictions excluding good athletes
- Increased incentives for provincial sport organizations to recruit and prepare athletes
- High level of satisfaction among BC sport partners and collaborators
- Obtaining federal resources Partnering in SportWeb on-line registration, tracking, and education project, recipient of $1.25 million in federal technology promotion funding (CANARIE)

Summary Financial Outlook for the 2002/03 2004/05 Service Plan

($thousands)	2001/02 (budget)	2002/03 (forecast)	2003/04 (forecast)	2004/05 (forecast)
Total Revenue	2,037	2,107	2,107	2,187
Ministry grant	1,937	1,937	1,937	1,937
Self generated funds	100	170	200	250
Total Expenses	2,030	2,360	2,000	2,000
Grants	660	760	660	760
Games Operations	380	60	350	50
Operating Income (loss)				
Net Income (loss)	(10)	(25)	0	0

Key Assumptions	Forecast Risks and Sensitivities
During the period covered by this Service Plan, the BC Games Society will plan for / fund / stage: ○ Victoria 2002 Olympic Youth Academy ○ Abbotsford 2002 BC Disability Games ○ Nanaimo 2002 BC Summer Games ○ Prince George 2002 BC Seniors Games ○ Stuart Nechako 2003 Northern Games ○ 2003 Team BC program ○ 2003 Olympic Youth Academy ○ 2003 BC Disability Games ○ 2003 BC Seniors Games ○ Kitimat 2004 Northern Games ○ Port Alberni 2004 BC Winter Games ○ 2004 Olympic Youth Academy ○ 2004 BC Disability Games ○ 2004 Abbotsford BC Summer Games ○ 2004 BC Seniors Games ○ 2005 Team BC program	○ The BC Games Society has not been advised of budget specifics for its operations ○ BC Games Society has not been advised that its mandate to provide event management services to the five provincial multi-sport games, Team BC or BC Olympic Youth Leadership Academy is changing ○ Significant budget reductions would result in loss of consultative services and grants to Northern BC Winter, BC Disability and BC Seniors Games

Entrepreneurial Activities

Objective

Increase level of non – governmental financial support to the benefit of the BC Games financial sustainability

Strategies

Current corporate partners are our best allies in recruiting new dollars into the BC Games. Ensuring that our current partners are well serviced and protected against their competitors in their promotional activities with us will create strong relations and lasting benefits for both parties. Striving to be competitive with comparable events in the market place, through clarifying our role in sport, building value through increased visibility and attendance, BC Games will be competitive for new sponsorship opportunities, while providing a valuable return for existing sponsors.

Outcomes

- Sport media recognize the role of the summer and winter Games
- Increased prestige in the sport and general community
- Increased attendance at public events at the Games
- Corporate leaders in the province recognize the BC Games as a valuable sponsorship opportunity
- Volunteers at all levels value the importance of these private partnerships as a means to stage a successful BC Games for both participant and volunteer
- Increased corporate funding allow the growth of value added programs within the BC Games while sustaining the government core commitment

Performance Indicators

- BC Games receives additional corporate contributions of $50,000 per year
- Existing corporate partners remain as part of the success of the BC Games
- BC Games Society is able to continue its tradition of a balanced budget

Northern BC Winter Games

- Stuart Nechako, February 2003
- Kitimat, February 2004

Objective

Provide event management expertise and volunteer support to affect a positive Games experience for volunteers and participants

Strategies

Written materials, software and staff support are integral components of a successful BC Games staff provide the most recent guidelines and support software to assist volunteers in staging the Games without reinventing the wheel. Communications strategies are also important to the overall success so Boards and volunteers are updated through a series of newsletters and supporting information such as rules books and policy documents.

Outcomes

- The Northern BC Winter Games offer a sport and cultural festival for people living above 100 Mile House and from the Queen Charlotte Islands to the Alberta border
- The opportunity to compete in the Northern BC Winter Games encourages active lifestyles and positive choices for people living in the north
- The Northern BC Winter Games provide opportunity for increased social interaction while providing a sense of personal achievement
- Increased opportunities for training and coaching initiatives for residents of the north
- Healthy and active life style choices by Northern BC Winter Games participants decreases the pressures on health and social safety nets

Performance Indicators

- Growth in the popularity of the Northern BC Winter Games as more discover the values in participation
- The success of the Northern BC Winter Games is recognized by municipal and provincial leaders
- The Northern BC Winter Games continue to be pursued by host cities as an opportunity to receive the benefits of sport tourism in their community
- More qualified coaches and greater awareness of the provincial sport system by the participants
- The BC Games Society continues to be the event management consultants to the Northern BC Winter Games Society, its Host Communities and its volunteers

BC Winter Games

- Port Alberni, February 2004

Objective

To provide an opportunity for development of athletes, coaches and officials in preparation for higher levels of competition in a multi-sport event, which promotes interest and participation in sport, sporting activities, individual achievement and community development

Strategies

Written materials, software and staff support are integral components of a successful BC Winter Games. BC Games staff provide the most recent guidelines and state of the art support software to assist volunteers in staging the Games without reinventing the wheel. Communications strategies are also important to the overall success so Boards and volunteers are updated through a series of newsletters and supporting information such as rules books and policy documents

Outcomes

- Increased skills in event management for community volunteers
- The experience of hosting a BC Winter Games is a positive and educational one for all volunteers
- Games software allows for tracking of athlete and coach participation and advancement in provincial & national sport system
- Partnerships with provincial sport agencies allow for greater access to all available programs for host residents
- Experience and training gained at BC Winter Games elevates level of confidence and experience in sport officials

Performance Indicators

- Growth in the popularity of the BC Winter Games by eligible participants as more discover the values of training and competition
- Young participants interest in the BC Winter Games impacts their lifestyles choices in a positive way
- The success of the BC Winter Games is recognized by municipal and provincial leaders
- The BC Winter Games continue to be pursued by host cities as an opportunity to expand the benefits of sport tourism in their community
- BC Winter Games athletes and coaches go on to provincial, national and international competition
- Coaches continue with education opportunities providing BC with a greater number of level 2 & 3 coaches
- Trained volunteers continue to offer their skills in a variety of community endeavours

BC Disability Games

- Abbotsford, July 2002
- To be determined, July 2003

Objective

Provide event management expertise and volunteer support to affect a positive Games experience for volunteers and participants

Strategies

Written materials, software and staff support are integral components of a successful. BC Games staff, in concert with BC Disability Sport staff, provide the most recent guidelines and state of the art support software to assist volunteers in staging the Games without reinventing the wheel. Communications strategies are also important to the overall success so boards and volunteers are updated through a series of newsletters and supporting information such as rules books and policy documents

Outcomes

- The BC Disability Games offer a sport and cultural festival for persons with a physical disability
- The opportunity to compete in the BC Disability Games encourages active lifestyles for persons living with a physical disability
- The BC Disability Games provide opportunity for increased social interaction for persons with a physical disability while providing a sense of personal achievement in the pursuit of a victory
- Increased awareness by host community volunteers of the issues involving persons with a physical disability

Performance Indicators

- Increased growth in the popularity of the BC Disability Games by participants with a physical disability as more discover the values in participation
- Healthy and active life style choices by BC Disability Games participants decreases the pressures on health and social safety nets
- The success of the BC Disability Games is recognized by municipal and provincial leaders as a celebration of persons with a physical disability and of community
- The BC Disability Games continue to be pursued by host cities as an opportunity to expand the benefits of sport tourism in their community
- The BC Games Society continues to be the event management consultants to the BC Disability Games, its Host Communities and its volunteers

BC Summer Games

- Nanaimo, August 2002
- Abbotsford 2004

Objective

To provide an opportunity for development of athletes, coaches and officials in preparation for higher levels of competition in a multi-sport event, which promotes interest and participation in sport, sporting activities, individual achievement and community development

Strategies

Written materials, software and staff support are integral components of a successful BC Summer Games. BC Games staff provide the most recent guidelines and state of the art support software to assist volunteers in staging the Games without reinventing the wheel. Communications strategies are also important to the overall success so Boards and volunteers are updated through a series of newsletters and supporting information such as rules books and policy documents.

Outcomes

- Increased and new skills in event management for community volunteers
- The experience of hosting a BC Summer Games is a positive and educational one for all volunteers
- Games software allows for tracking of athlete and coach participation and advancement in provincial & national sport system
- Partnerships with provincial sport agencies allow for greater access to all available programs by host city residents
- Experience and training gained at BC Summer Games elevates level of confidence and experience in sport officials

Performance Indicators

- Increased growth in the popularity of the BC Summer Games by eligible participants as more discover the values of training and competition
- Young participants interest in the BC Summer Games impacts their lifestyles choices in a positive way
- The success of the BC Summer Games is recognized by municipal and provincial leaders as a celebration of young British Columbians and of community
- The BC Summer Games continue to be pursued by host cities as an opportunity to expand the benefits of sport tourism in their community
- BC Summer Games athletes and coaches go on to provincial, national and international competition
- Coaches continue with education opportunities providing BC with a greater number of level 2 & 3 coaches
- Trained volunteers continue to offer their skills in a variety of community endeavours

BC Seniors Games

- Prince George. August 2002
- To be determined. August 2003

Objective

Provide event management expertise and volunteer support to affect a positive Games experience for volunteers and participants

Strategies

Written materials, software and staff support are integral components of a successful. BC Games staff provide the most recent guidelines and state of the art support software to assist volunteers in staging the Games without reinventing the wheel. Communications strategies are also important to the overall success so Boards and volunteers are updated through a series of newsletters and supporting information such as rules books and policy documents.

Outcomes

- The BC Seniors Games offer a sport and cultural festival for persons aged 55 and older
- The opportunity to compete in the BC Seniors Games gives incentive for older persons to remain active and pursue healthy life style choices
- The BC Seniors Games provide opportunity for increased social interaction for older persons while providing a sense of personal achievement in the pursuit of a victory

Performance Indicators

- Increased growth in the popularity of the BC Seniors Games by eligible participants as more discover the values in participation
- Healthy and active life style choices by BC Seniors Games participants decreases the pressures on health and social safety nets
- The success of the BC Seniors Games is recognized by municipal and provincial leaders as a celebration of seniors and of community
- The BC Seniors Games continue to be pursued by host cities as an opportunity to expand the benefits of sport tourism in their community
- The BC Games Society continues to be the event management consultants to BC Seniors Games Society, its Host Communities and its volunteers

BC Olympic Youth Leadership Academy

- Victoria, July 2002

Objective

In the spirit of the Olympic movement, the Academy provides young students with an opportunity to gain new skills in leadership and goal setting while exploring Olympic values and applying them to sport and everyday life

Strategies

Working in partnership with government, PacificSport, BC Disability Sport, the Canadian Olympic Association, BC School Sports and Sport BC, the steering committee provides the Academy managers with supporting materials to create specific agendas and educational literature. Public awareness campaign to recruit delegates includes targeted mailings and web site promotion.

Outcomes

- Students from across the province experience a positive and fun educational opportunity
- Media coverage of the event encourages participation of students in future Academies
- The partnerships required to stage this Academy grow and continue to provide benefits of a mutual and system wide nature
- Leadership skills learned by students will affect their own school experiences while encouraging them to offer their volunteer time to other sport events such as championships, BC Games or the 2010 Winter Olympics

Performance Indicators

- Academy delegates use learned skills as a volunteer or peer in the school and community
- A greater understanding of the provincial sport system is achieved while recognizing the importance of partnerships
- Future Academies continue to attract a full class of delegates

Team BC

- Bathurst, New Brunswick – February 2003
- Regina, Saskatchewan – August 2005

Objective

- Improve the operations and logistics for athletes and coaches selected to the Team BC Program

Strategies

- By providing quality written materials in the forms of guidelines, training diaries and handbooks, athletes and coaches will be able to focus on their training knowing they are supported each step of the way. Recognizing that the whole athlete is important, training and education of parents is critical to the overall success of the program.

Outcomes

- Increased knowledge by athletes of the importance of healthy training and training for competition
- Parents of athletes have a greater awareness and understanding of the importance of parenting an athlete
- Team BC athlete and coaches are better able to perform to their full potential at the Games
- Strengthened ties with and pride in, our provincial sport system

Performance Indicators

- Athletes and coaches continue to aspire to higher levels of competition at the national or international level
- Mission staff continue to contribute their skills and knowledge to the provincial sport system while pursuing new opportunities at the national or international level
- Team BC's performance at Canada Games is improved over previous competitions
- Coaches continue with education opportunities providing BC with a greater number of level 4 & 5 coaches and course conductors